

## EICC Case Study

# Record-breaking

Richard Parkinson, Chief Executive of IncrediBull, the creative communications agency organising the event, tells us how the EICC helped Royal London break some world records

“We couldn't have asked for it to go any better.”



### Can you tell me about the Royal London Roadshow?

The roadshow was organised to launch the Royal London brand to more than 3000 employees across the UK. There were three roadshows altogether in Manchester, London and Edinburgh and each event communicated the new brand proposition of Royal London and how it fits in with their target audiences. The roadshow also set out to improve cross-functional working across the business.

### What criteria must a venue meet in order for you to choose it for a roadshow?

When we're choosing a venue for a roadshow, our main requirement is that it needs to be flexible as there are always a lot of elements to fit in. At each of the roadshows this year, we attempted a Guinness World Record. The brand proposition is based around the idea of strength in everyone, and what better way to demonstrate this than for everyone to achieve a Guinness World Record together. We required the venues to be extremely flexible and to be able to deal with the health and safety requirements that the records presented.

### What made the EICC stand out as a venue for your event?

Royal London has major offices in Glasgow and Edinburgh so the EICC is in an ideal location, plus it is large enough to cope with the number of employees attending the roadshow. Employees worked around individual tables in the main plenary and the space was big enough to easily facilitate this. The EICC also offered us the flexibility to attempt the Guinness World Records and we completed the largest game of What's the Time Mr Wolf?, which was fantastic.



